

LET'S ACCELERATE OUR PROGRESS

Smart Columbus Acceleration Partner Challenge

Thank you for joining Smart Columbus as an Acceleration Partner. Together, we'll foster a culture change across our region that will drive us toward a smarter, more sustainable future.

We'll inspire our community to **drive electric and drive less**. In 2015, just 0.37% of cars sold in Central Ohio were Electric Vehicles (EVs). Together, we'll bring our city's EV adoption rate to at least 1.8% by 2020—a **four-fold** increase that would put more than **3,600 Electric Vehicles** on our roads. We'll also decrease single occupant vehicle commuter traffic by **10%**, reducing congestion and presenting our residents with more transportation options.

To achieve Acceleration Partner status, we're asking Columbus Region companies to commit to the first five partner engagements:

1 CHARGE AN EMPOWERED LEADER

Designate a talented, energized senior leader to lead an internal cross-functional team that fulfills your Acceleration commitments.

Our Goal

- 100 active companies by 2020

Your Move

- Identify leader and provide contact information

2 BUY ELECTRIC

Encourage your senior leaders to lead by example and adopt EVs for personal use. Invest in low total cost of ownership assets by adopting Electric Vehicles within your corporate fleet.

Our Goal

- 50 executives drive electric by 2020
- 500 Electric Vehicles in operation in corporate fleets by 2020

Your Move

- Report the name of at least one executive in your company committed to driving electric
- Conduct a free Smart Columbus fleet assessment within three months to determine EV opportunities

3 **INSTALL CHARGING INFRASTRUCTURE**

Break down barriers to Electric Vehicle adoption by installing chargers at your employment locations for employees.

Our Goal

- All corporate campuses have Electric Vehicle charging stations by 2020

Your Move

- Install charging stations at 2% of parking spaces on your campus
- Lay conduit in all new parking structures to prepare for the future

4 **EDUCATE ON SMART MOBILITY**

Get smart on our shared vision. Join us for a Smart Columbus Live interactive gallery walk to learn more about our goals and how we'll get there. Offer your employees the opportunity to get behind the wheel of the latest Electric Vehicles by hosting a Smart Mobility Ride and Drive at your location.

Our Goal

- 1,500 community leaders attend a Smart Columbus Live gallery walk session in 2017
- Host 50 Ride and Drive events a year through 2020

Your Move

- Send at least 20 people to attend a Smart Columbus Live session
- Conduct at least 3 Ride and Drives at each major campus/location by 2020

5 **INCENTIVIZE BEHAVIOR CHANGE**

Consider how employees get to and from the workplace as part of the employee experience. Facilitate and incentivize their access to modes of transportation that are healthier, more sustainable, less stressful and more productive.

Our Goal

- Decrease single occupant vehicle commuter traffic by 10%
- Increase employee Electric Vehicle ownership by 4x
- 50 companies offer Mobility Benefit Packages by 2020

Your Move

- Collect data on employee commuting habits and EV ownership within 3 months
- Set a goal for measurable progress
- Implement an employee mobility benefit package that incentivizes EV ownership and alternative commuting

For resources and additional information, contact Jordan Davis at jld@columbuspartnership.com